



PLAIN TALKS

SUMMER NUMBER
1931

That Extra Effort

Perhaps in the dullness of this summer season, we have not missed "Plain Talks" as much as we might have during a busy winter season, but as for myself, I must confess a distinct sense of loss at not having seen it coming regularly as it has in the past. A far-flung family such as we are needs something like "Plain Talks" to keep us in step with the activities of the Company and the individuals that make it up. I am hoping that periods between its appearances will not become too long. "Plain Talks" does, however, cost money, and during these times when we are doing everything possible to make our operations more economical, we must get along without many of the finer things we are used to.

We have made considerable progress in adapting ourselves to the conditions that the depression has brought. Each one seems to realize the radical change that has become necessary in our methods, and I want to thank all of you for the part which you have played in bringing about the results which have already been obtained. However, we are still wandering around in the big thicket, and even now the biggest job before us is to find more economical ways to render an acceptable service to the communities we serve. Each individual must feel a direct responsibility to make his job more useful to our customers and at the same time of greater value to the Company.

In addition to our task of rendering a complete, efficient and economical electric service, we must also have in mind the obligation to build a firm foundation of confidence among our customers. This means not only the friendly, cordial contacts that we make with our friends as we go about but, in addition, means a sincere and heartfelt desire to put that extra bit of energy, thoughtfulness and consideration into our jobs that makes people know we're doing everything we can to merit the highest respect and confidence. Against fairly won good will, no amount of political ranting or misrepresentation has a chance at success.

Gulf States employees have never failed to meet crises in the past. As these trying conditions continue, I know we will still find ourselves in the forefront in our efforts to put out the sort of service that merits the praise of everyone.

Tom P. Walker

It's time to check up on Progress

Louisiana Division Eligible this Year for Award

Who will win the Progress Award for 1931?

The half-way mark has been passed. The three-quarter post is looming up ahead. Soon we'll be into the home stretch so far as 1931 is concerned.

Where do you stand in the race? How much are you contributing to make your town, your division, your company a winner in the face of adverse conditions?

Never before in the history of our company, perhaps, has there been such an opportunity to stand out. Never before, perhaps will the results of careful planning and hard work be so obvious.

Everyone has been working harder this year than ever before. However, some property is going to come thundering down the stretch with an outstanding record of achievement in operation, in accounting and in sales.

The Progress Award Contest again this year will be judged on the basis of 25% credit each for accounting and operating accomplishments, and 50% for sales achievement.

The Louisiana Division, Mr. Walker recently announced, will be eligible for the coveted award this year and, from all reports of progress, stands a fine chance. Mr. Morgan, having been runner up while superintendent at Port Arthur several years ago, is thoroughly familiar with the ins and outs of producing results and reports of prize winning caliber.

Now is the time to check up. Now is the time to put forth that extra effort. The race may be close and the property that doesn't let up for a minute will nose out ahead.

FRANK DYKE

Frank Dyke, formerly of the Commercial Department, Lake Charles, and once-upon-a-time D. R. in Orange, is now with the advertising department, Beaumont. In addition to other duties, Mr. Dyke will act as associate editor of Plain Talks.

Where They Went

Mr. and Mrs. Walker and family left the last week of August for Kerrville on vacation.

Mr. C. F. Terrell and Mrs. Terrell vacationed in El Paso and New Mexico.

John "Cap" McCann spent his vacation at San Antonio, soldiering.

Jack Gammage of the Advertising Department went to Florida for two weeks.

Treasurer Williams joined his family at camp in North Carolina.

Miss Ray Ridley went to sunny California to vacation.

R. I. Morrison, Assistant Superintendent of Merchandise Sales, and Mrs. Morrison spent their vacation at Kerrville.

Clover South spent two weeks with her parents at Rice, Texas.

Marie Stagg visited points in Texas and Louisiana.

Delscie Miles visited her parents and friends near Jenna, Louisiana.

Vestal Morough went to her home near New Orleans for her two weeks.

Doris Futch, from all reports, had a whale of a time vacationing in El Paso, or we should say Juarez, judging from the postcards she sent back. We hear she leans against the bar with her foot on the rail gracefully!

Jennie Lou Peck visited her mother in Fort Worth.

Pearl Krauel vacationed with relatives at Temple, Texas.

Mary Lou Block left August 1st to visit her sister at Tyler, Texas.

Imogene Davis' vacation was spent with her parents in Henderson.

Mary Dewey and her husband left August 1st for Kansas City to visit relatives. Last year they made this trip their honeymoon.

Elsie Murray vacationed at home, resting so she said!

Opal Mauldin and daughter, Nancy, went to Shreveport and Center on their vacation.



The Better Halves of the 1931 Golf Tournament

Even though it's gone and just about forgotten, the 1931 Golf Tournament would not be complete until Plain Talks published a picture of the annual event. We do our duty herewith, but instead of publishing a picture of this guy or that gal whiffing a ball, we reproduce a photograph of part of the gallery.

Reading left to right are the better halves of Bob Scott, Clarence Barron, Jack Orrick, Julius DeBouy, Bill Holik and O. G. Floyd, well known contestants. We presume they came out to see that their husbands stayed on the straight and narrow fairways.

Women Go A'Swimmin'

The price of oil rose 2c a barrel and oil interests were optimistic for the first time this year as a result, we hear, of a demand created at the Women's Committee picnic at McFaddin Beach the afternoon of July 29. About 75 members of the Committee and their guests made the trip to the beach by bus from Beaumont and Port Arthur and had a good time.

The demand for oil, we understand, was created by generous applications of gasoline those who went swimming used to remove the crude oil that happened to be mixed up with the breakers that afternoon.



National Employees Speaking Contest Award

Lucile Harris, of the Kansas Gas & Electric Company, Wichita, Kansas, was winner of the National Employees Speaking Contest, N. E. L. A. She was awarded the \$1000 cash prize at the Atlantic City convention of N. E. L. A. June 8 - 11.

Mrs. Jane Adams Honored

Mrs. Jane Adams, secretary to Mr. Walker, was recently appointed Division Chairman of the Women's Committee for the Southwestern Geographic Division, N. E. L. A., to serve during the 1931-32 term. She succeeds Mrs. Florence Lowe of the Dallas Power and Light Company, Dallas.

This position carries with it a great deal of responsibility, as Mrs. Adams will be responsible for the Women's Committee Work throughout the five states of Arkansas, Texas, Oklahoma, Louisiana and Mississippi. However, Mrs. Adams has previously served as Chairman of this Committee for the state of Texas so she is not entirely unfamiliar with the work.

On July 18, Mrs. Adams attended the Executive Committee meeting in Dallas, when she presented for that body's approval the plans for the Women's Committee for the coming year.

World Series Refrigeration Contest Ends Oct. 1

Navasota Leading With Seven Possible Winners

It looks like a Navasota Division year in this year's Sales Department World Series Refrigeration Contest. The Contest closes October 1st and as this issue of Plain Talks goes to press, the Navasota Division boys are way out in front so far as possible winners are concerned.

The procedure in this contest requires that the District Representative make his bogie before he is eligible to win the free trip to the World Series game which is donated by the Edmundson Refrigerating Corp., our General Electric distributor.

On August 1st, 7 of the Navasota men had qualified and 3 or 4 others appeared as "probable." Marcus Andrews, of Groveton, last year's winner, had cinched his chances by selling 18 against a bogie of 11. Others eligible are Wakefield at Conroe with 17 against a bogie of 16; Daniel at Cleveland with 10 against a bogie of 8; Walker at Franklin with 4 bogied and 4 sales; Guenzel at Kosse with 5 sales and 4 bogied; Choate at Shiro with 7 sales, 3 over his bogie. In the "probable" column, we find Campbell at Hempstead with only 1 to go; Goodwin at Navasota with 2 to go; Cash at Normangee with only 1 to go; Henry at Trinity with only 2 to go.

Sam Houston was the only Beaumont District Representative close to the leaders on August 1. He had 24 sales against a bogie of 25.

Port Arthur had a slightly better showing with Minton standing with 11 sales, 1 to go; Duniven with 22 sales, 3 to go; and Purcell with 5 sales and 3 to go.

Ellis Taylor at Liberty and Dayton had cinched his chances by bringing his sales up to 27, 2 over his bogie, by August 1. Saxby at Silsbee, with 14 sales and 1 to go, appeared certain to be eligible; and Hatley at Orange with 12 sales and 3 to go seems to have a good chance to come under the wire. Wakefield at Chester with a bogie of 5 and 4 sales also appears likely to be in on the eligible list.

Plans for the drawing have not yet been announced by Mr. McChesney. Last year those eligible for the trip journeyed to the Houston Yacht Club by bus, where they were overnight guests of Mr. Edmundson. As the clock struck 12, the drawing began, the last chance out of the hat determining the winner. The World Series trip is the big prize of the year for the Sales Department. The winner gets to see the World Series game of his choice, with all expenses paid.



Lilyerstrom Attends Convention

Mary Lilyerstrom combined business with pleasure recently. She attended the annual National Convention of the Business and Professional Women's Club at Richmond, Virginia (seeing, incidentally, our old friends J. G. Holtzclaw, E. S. Fitz, and others), going from there for a vacation visit with relatives and friends at Knoxville, Illinois.

Where Do We Go From Here?

*Every Employee should
read this--at least twice!*

Where do we go from here?
That is the question business
—just about every business—
is asking itself today.

This is the time for taking inventory—checking up assets and liabilities—for seeing ourselves as others see us—for getting right down to bed rock and measuring and testing our “house” to make sure that it is solidly and enduringly constructed.

All business is doing this. Public utilities are no exception—at least our particular utility is no exception. Where DO we go from here and what can WE do to insure a journey in the right direction?

It is Plain Talks’ privilege to pass along to you some thoughts in this connection written to Mr. Walker some time ago by Mr. Kellogg, president of Engineers Public Service Co., and Mr. Wood, vice president. Lack of space prevents our setting down verbatim their ideas and ideals so ably expressed in their letters. But we are sure that from the condensed presentation offered here you can see what we must do if we are to continue to progress and serve the public as it should be served.

PUBLIC CONFIDENCE

Where we go from here depends principally on one thing—public confidence.

Public confidence must be merited by efficient, economical, adequate service. However, no matter how efficient, economical and adequate the service may be, public confidence will not be won and held unless the public believes it is that kind of service and agrees that through no other agency than private ownership can such benefits be secured.

The preponderance of evidence proves convincingly that except in rare instances this is true. Unless we believe sincerely that it is true, we have no business in public utility work and should get out of it and into something else in which we can wholeheartedly believe.

Public confidence cannot be won by harmful and unsound concessions.

Public confidence cannot be won or held by flash gestures.

Lasting success must have a foundation of square dealing both to the public and stockholders. Unless the stockholder receives a fair return on his investment, money necessary for development will soon be unavailable and the public will suffer as a result of curtailed expansion of facilities.

The ideas and ideals that should enter into the conduct of our business are most adequately summed up, perhaps, by this concluding paragraph of Mr. Kellogg’s letter:

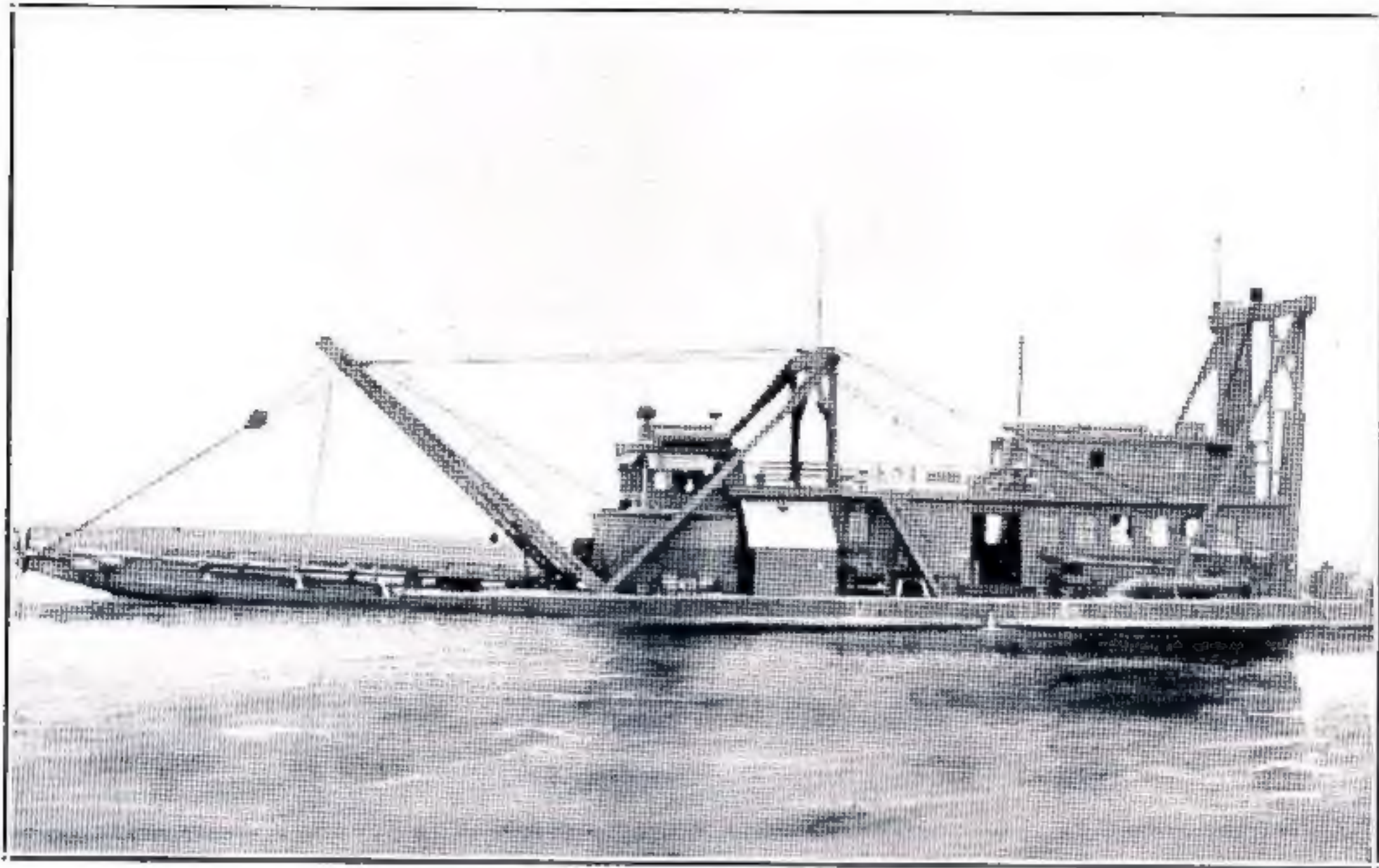
(Continued on page 15)

Women's Committee Outing at McFaddin's

Women's Committee Outing at McFaddin's



Link of Intracoastal Canal to be Dredged Electrically



This is the Standard Dredging Company's hydraulic dredge Windham, which will soon begin nosing its way through the salt marshes in the south end of Jefferson County, leaving in its wake a path of water which will be a link in the Intracoastal Canal. Our electricity will turn the powerful motors that run the pumps that eat out a stretch of marsh some 25 miles long.

The contract to provide power for the Intracoastal Canal job is an achievement to which the Commercial Department may point with pride. The Standard Dredging Company had the choice of doing the job with the electric dredge ham or with one of its other dredges, Diesel powered, but Mr. McChesney made a trip to New York to see executives of the Dredging Company and persuaded the Dredging Company officials that the job could be done faster and cheaper through the use of the electric dredge with power from the lines we will construct.

Preliminary work—the drawing up of an embankment to hold the discharge of the dredge's pump—is under way. Mr. Adams of the Engineering Department, has completed plans for handling the job and Mr. Braunig announces that his

department is ready to go ahead with the work.

33,000 Volt Line

We will construct a temporary 33,000 volt line along the route of the canal from the Gulf Refinery at Port Arthur to High Island. The dredge will be served from a floating substation which will trail the dredge as it works through the marshes. The substation will tap the 33,000 volt line, the dredge will work ahead until a submarine cable of some 3,000 feet plays out, the substation will be disconnected, towed up to the dredge, reconnected and the operation renewed.

So far as we know, this is the only section of the Intracoastal Canal which will be dredged with electric power. The line we construct for the job will be salvaged upon its completion.

The many friends of J. B. Moore were grieved to learn of his death on July 11, 1931. Surviving is his wife, Mrs. Edna Moore.

Navasota Again Wins Home K. W. H. Contest

*Showed Increase
of 6.75 Percent*

Navasota again wins the Home K. W. H. Contest!

That may not be a surprise, or even news to many of you, but the beautiful plaque, a photograph of which is reproduced here no doubt is both news and a surprise.

Louisiana Division took second place in the Spring Contest, with Beaumont third and Port Arthur trailing in fourth place. The contest was judged on the basis of a comparison of per cent increase in kilowatt-hours per home customer for the twelve months ending June, 1931, with February, 1931, figures.

Navasota Division, during this period, showed an actual increase of 39.40 Kw-h. per home customer, bringing their total to 622.82 Kw-h., an increase of 6.75%.

During the same period, the Louisiana Division went from 555.3 to 584.5 Kw-h. per home customer, or an increase of 29.2 Kw-h., or 5.26% increase.

Beaumont Division figures show an increase of 18.16 kilowatt-hours per home customer, starting with 504.01, an increase of 3.60%.

Port Arthur Division jumped from 454.04 Kw-h. per home customer to 461.84 Kw-h., an increase of 1.52%.

"The results of this contest show what hard work, steady plugging can accomplish even in the face of sub-normal conditions", said Mr. McChesney. "I want to thank everyone for the way they pitched in and made this contest a success. I know you all have derived a great deal of satisfaction from a job well done."

The victory plaque had not been awarded at the time this issue of Plain



Talks went to press, but it was expected that it would be presented with a suitable ceremony to Mr. McClurkin as head of the Navasota Sales organization in the immediate future.



Westbrook and Spell

Gladys Westbrook, Mr. Allen's steno, was married in Lake Charles August 15 to Selman Spell. The couple spent a short honeymoon in Houston.

The many friends and fellow workers of J. J. Jones were grieved to learn of his tragic death on August 12. Surviving are his wife, Mrs. Daisy Moore, and one daughter.

Port Arthur Production Department Goes Fishing

Mal de mer in Party

With Mr. Wilkerson as Master of Ceremonies, sixteen of the boys from the Production Department, with several invited guests from the Neches Station got up bright and early Sunday morning and headed for the 18-mile light house.

Each man was determined to come back with nothing smaller than a whale. But alas, on arriving at their destination these maritime adventurers had pale and sickly looks and in spite of a warning sign to keep off and a threat of a \$1000.00 fine and 90 days in jail, many of the boys risked a dangerous climb to get on the light house and solid ground once more.

Red Figari of all the gang weathered the trip without ill effects but Ha, the secret was out and Red's boasting came to a sudden close when Pace discovered a small box of "Sea Sick Pills" in Red's pocket.

Smith and Smith

On May 3rd, Mr. Frank Smith and Miss Mildred Lee Smith were married at Lake Charles, La. and are at home to receive their friends at all hours of the day or night at 3216 9th Street. No change of name at that for Mildred except the "Mrs."

Davis and Erickson

On May 2nd, Mr. Fred Davis and Miss Elizabeth Erickson announced their marriage which took place last November. Mr. and Mrs. Davis are residing at 3914 Procter St.

Beach Party a la Dutch Treat

On Thursday, July 23rd all G. S. U. Co. employees who could possibly get away, together with their families and friends, headed for McFaddin's beach for a dip in the surf, plenty to eat and an altogether good time and get together. It was a Dutch Treat at 25c per, but it was worth it. Everyone had plenty of fish and watermelon to eat and we are still talking about what an enviable trip it was.

O. H. White Injured

O. H. White of the Commercial Department was seriously injured in an automobile accident which occurred on the beach. His many friends in Port Arthur wish him a speedy recovery.

Vacations and Other News

Its vacation time now and in almost every department we find absent faces, who are out recuperating after a year's hard toil, or hear wild stories of what a wonderful two weeks someone spent.

Red Figari of the Power Plant absolutely refuses to see anyone this week, even on business as he is preparing to spend two weeks in San Antonio at O. R. C. Camp. We thought sure it would be "GALVESTON". Red is quite a soldier, as well as a great booster for Galveston, the Island City.

Mrs. Mamie Voyles has returned from her vacation. Mamie had a very enjoyable time visiting in Houston, Dallas and other points in Texas.

Mrs. Virginia McInnis has returned from her vacation.

(Continued on next page)

Remember?

My, my, how time does flitter! Here 'tis time almost to be thinking of Christmas and the New Year and we never have had a report on the Golf Tournament!

As a matter of record, we must report that Julius DeBouy's team was again winner this year although the contest was so close it took the results of the last four—some to tell the tale—a tale that, needless to say, was a great disappointment to Captain Murray and members of his team.

The tournament was held June 24, 25 and 26 at the Beaumont Country Club and the celebration banquet took place at the Country Club the evening of the Monday following. Jack Reidy served as Toastmaster. Entertainment, Jack Himel, Chairman, was provided by W. P. Mashburn and Charles Ingraham, a skit under the direction of Mrs. Ruth Wilbanks, songs by Mr. George Fulton accompanied by Mrs. Fulton, more songs by Joe Blanchard, an operation performed by Mr. Terrell. Charles Genero won the golf clubs. Mr. Walker presented the "Walker Cup" to Mr. DeBouy. There was dancing until a late hour.

We understand that "promoter" P. R. Williams has been asked to hold the tournament either earlier or later next year to dodge the hot weather which makes dancing somewhat strenuous in midsummer in this climate. A good idea, sez we.

so we just wondered if it wasn't "Tough on the goat."

Minton, Hughes and Hargrove are having a hard time teaching each other the rudiments of checkers, Hargrove tells us that Hughes is now at the head of the class.

A new voice has been heard over the telephone. Estelle Longman is now in charge of the switchboard.

H. T. Smith of the Ice Department has been practicing golf every day since the Company golf tournament. The dregs of defeat are sometimes very bitter so Smith tells us.

The Accounting Department has been badly crippled the past few days as Sidney Hebert has a very bad boil on his knee, crippling himself, as well as the Accounting Department.

S. C. Holik of the Engineering Department has been away from work the past two weeks due to sickness but we are glad to hear that he is improving rapidly and will soon be back with us.

Alton Pressler tells us that work has started on the new garage storage shed, under the supervision of the Beaumont Engineering Department. The new shed will provide ample space for all Company cars.

L. E. South of the Meter Department resigned his position with the company on June 30th to go in business with his Uncle in Louisiana. We wish you every success, L. E.

J. D. Jordan returned from his vacation. He reported a nice time in the "old country", near Baton Rouge, La.

Mr. Naquin tells us that Eddie Vaughan is leading his gang in refrigerator sales for the season and is making quite a record for himself.

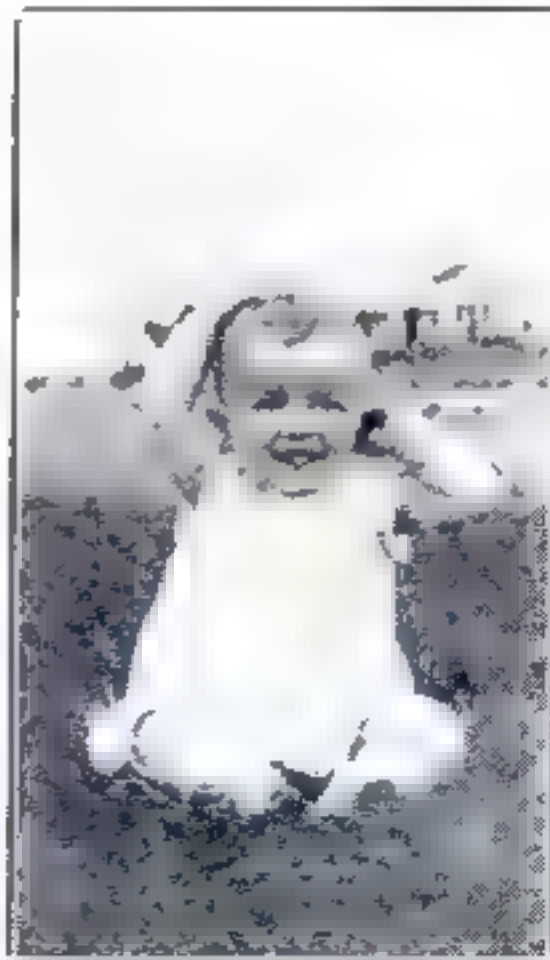


Vacations and Other News

(Continued from page 9)

All the boys down at the bus garage have had their vacations. Other departments report one or more employees enjoying two weeks off.

The Wards, Merrets and Huffs went fishing over in Louisiana. They wouldn't say much about the fish but Buddy Ward tells us that they had some fine barbecued goat. Mr. Ward complained of sore teeth and gums for two days afterwards,



This little lady with the fascinating smile and the pearly teeth is Martha Minton of Port Arthur.

Hats off to Transportation Division of E. T. E. Co.

Set New Low Accident Record

During July, they established a new all time safety record, reducing the previous record by 7 accidents. Only 39 accidents were reported for the system during the month of July.

Every operator, of course, deserves a great deal of credit for the record, particularly the 53 operators who went the entire month without a single accident. Considerable credit is also due F. S. Sheffield, Assistant Superintendent of Transportation, who was sponsor and chief ramrod of the contest.

Several months ago, Mr. Sheffield went to Transportation Superintendent Gaines and asked permission to put over the safety contest. "I believe we can break all previous records," said Sheffield.

"Hop to it, big boy," said Gaines.

Long before July 1, Sheffield began calling the men together in small groups discussing the contest with them. They soon realized that "old man accident", the most treacherous old fellow, was creeping in and making too much of an inroad on revenue and they promised to do their dead level best to make every day a safe one. The 1st of July rolled around to find everybody all cocked and primed. The first two days of the month were no-accident days, a good starter. The determination to break the record grew as the month grew older. When the last day rolled around, the record was:

Beaumont—34 accidents; 14 no-accident days.

Port Arthur—5 accidents; 26 no-accident days.

Total 39 accidents; 40 no-accident days.



Singleton Host at Party

Several years ago, L. C. Singleton, Superintendent, agreed that anytime the operators beat their best previous record he would give a party. He kept his

promise. He was host to the winners at the Lion's Club camp on Village Creek the afternoon and evening of August 19.

The following men went the entire month without turning in a single accident report:

Port Arthur Division—H. E. Merritt, A. E. Johnson, T. E. Gibson, P. Abshire, W. J. Hebert, P. Melancon, M. T. Knight, A. L. Fuller, C. Mills, W. G. Huff, T. L. Davis, L. L. Davis, and E. W. Linder.

Beaumont Division—T. A. Cosper, B. F. Monroe, J. Bagley, E. R. Frost, H. H. Goza, E. Wooley, F. B. Gaskin, J. W. Christopher, L. Tucker, H. E. Davis, E. E. Herring, W. G. Turner, G. A. Smith, D. E. Cosper, A. Christopher, R. L. Kendrick, W. E. Philpott, C. N. Lazenby, L. Lacouture, R. M. Beasley, W. H. Ahrendt, J. D. Lloyd, J. Kotulan, P. E. Kenedy, C. McDaniels, T. B. Claiborne, S. R. Wolff, G. N. Davis, G. E. Hunsucker, J. W. Mayton, T. J. Jones, R. C. Rogers, F. A. New, E. L. Beeson, and J. E. Audilet.



"Do you know a fellow down your way with one leg named Oliver?"

"I'm not sure," returned the other, doubtfully. "What's the name of the other leg?"



"I see that you've given up teaching your Joan to drive."

"Yes, we had an accident."

"Did you? What happened?"

"I told her to release her clutch, and she took her hands off the steering wheel."



Friend: Well, did you follow my advice and drink a stiff whiskey after a hot bath?

Invalid: I did my best, old chap, but I couldn't finish drinking the hot bath.



Lou: "Why is a kiss over the telephone and a straw hat alike?"

Lawrence: "I don't know, I'll bite."

Lou: "Cuz they've never been felt."

Louisiana Division Secures Unusual Power Load

Lake Bed Tested for Oil and Sulphur

A load of unusual application was secured from the Jefferson Lake Oil Company. This company is prospecting for oil and sulphur in the bed of the lake at Jefferson Island near New Iberia, Louisiana. The load is a 25 H. P. deep well installation which will be used to keep the water level in the lake constant to float a steel barge used for test drilling.

During the spring and dry summer months the water level drops to a point where it is not possible to float the barge from location to location, therefore it is necessary to use water from a deep well to fill the lake so the barge may be moved about freely.

The steel barge is equipped with a steel derrick and electric drilling rig which receives its 440 volt power supply from a bank of transformers installed on the barge. The 2300 volt, 3 phase, supply to the transformer bank is transmitted by means of 3 conductor submarine cable from the end of their pole line in the lake. The cable is of sufficient length to permit the barge to be moved without breaking connections. The barge is slotted four ways from an opening in the center to permit it to be moved over the surface casing without disturbing the casing. When the rig is in operation the barge is securely anchored in place by four pilings, one at each corner of the barge. After the hole has been completed the pilings are removed and transported with the barge to the next location.

The operation of this portable rig has proven highly successful as well as economical. It has done away with the expense of moving and extending the pole line in the lake as well as extending the wooden runaway which had to be built on pilings. Its application has

Sales Department Personals

Mrs. Walton Sproul and two children have returned from an extended vacation in Massachusetts. Needless to say, she was greeted by cooler weather in Lake Charles than she had back East.

Miss Sue Squires has just returned from a two weeks vacation of extensive traveling in Texas and Louisiana.

Mr. and Mrs. D. W. Reeves are enjoying their vacation? at the home of Mr. Reeves' parents in New Mexico. They did not leave a forwarding address for fear of receiving telegrams demanding a speedy return.

Miss Ruth Landry of our Merchandise Department is at present on her vacation. Her whereabouts are not known. Have a good time Ruth.

Jennings Fisher, our star salesman has just returned from a vacation in Old Mexico. Surprising to say, he returned sober and all keyed up to go over the top in the Combination Sale Contest.

It gives us pleasure to announce the marriage of Mr. Rex Lee, our illuminating engineer, to Miss Ruth Cayzer of Schenectady, N. Y. on August 1, 1931. Mr. and Mrs. Lee are now at home at 416 Mill Street.

M. V. Marie spent a pleasant two weeks vacation in Hot Springs, Ark.



Swann Fishes

Louis A. Swann, our Purchasing Agent, is vacationing on the banks of old Calcasieu. Fishing is the point of interest and leave it to Louis to bring in the evidence.

attracted the interest of several major oil companies operating in the Gulf Coast and we are of the opinion that it will be used by them for operations conducted under similar conditions.

Lillian Travels

Lillian Ferguson, Secretary to Mr. Morgan, L. C., attended the National Convention of Business & Professional Women's Clubs in Richmond, Va., July 6-11. Lil visited friends in Memphis for a week before returning home.



La. Production Department News

Mr. T. J. Bird and family spent a few days in New Orleans during Mr. Bird's vacation.

Mr. A. C. Coumes spent two weeks at Boy Scout Camp at Prien Lake as Instructor in Handicraft and Swimming.

Bob Savoie made a trip to Denver, Colorado, visiting Pikes Peak and several other places of interest in Colorado.

George Cox spent his vacation with his folks at Rosepine, Louisiana.

R. R. Sumrall and family spent two weeks in Waco, Texas with Mrs. Sumrall's people. They brought back several souvenirs from West Texas.

J. Sid Landry and family made a trip to Hot Springs, San Antonio and Kerrville, Texas. In Kerrville they visited Mr. J. C. Robichaux, former employee, who has been ill for the past two and one-half years.

T. C. Steen spent his vacation in Lake Charles.

Geo. H. West and brother Frank made an overland trip to Philadelphia, Pa., to visit relatives and to meet Mrs. West and daughter who had been in Philadelphia since June. Mr. West upon returning home was transferred to Orange, Texas to take over the duties of Chief Engineer. We are all very sorry to lose Mr. West, but we feel that our loss is the Texas Division's gain.

Mr. C. H. Meeks and family spent one week of Mr. Meek's vacation in Beaumont and Port Arthur visiting relatives. He will take the other week at a later date.

Stone & Webster Engineering Crew is at work in Lake Charles making some changes in the substation.

We are all glad to learn that Mrs. H. H. Davis is recovering from an illness of several weeks.

Friends will be glad to learn that Frenchie Verret is back on the job after an operation and illness of three weeks.

Electric Transmission and Distribution Department News

A. R. Turbeville and Lee Henry enjoyed a two weeks vacation in San Antonio.

A. K. Newlin, our Resident Engineer, went home (New Orleans) to spend his vacation but actually spent his time playing in the sand along the Gulf Coast . . . swimming, dancing and other things.

After a brief trip to Beaumont, Pat Jernigan spent a quiet vacation at his home in Lake Charles.

F. H. McCollough went native and spent the majority of his time in the jungles of Calcasieu at a certain camp Dunn. At any rate, he wasn't camping on the trail of a certain young lady.

J. E. Chachere resolved to spend his entire vacation with relatives in Opelousas, but weakened ere the second week passed and returned to Lake Charles . . . urgent business we understand.

Andre and Catherine Dubus and little daughter spent their vacation with relatives and friends in Abbeville and New Iberia.

Ed Shea spent one week of his vacation in Monroe . . . visiting??? (we can't tell) but she is the real one nevertheless. The other week was spent in Lake Charles . . . recuperating.

Lucille Burgess evidently had a rip-roaring time in Houston and Galveston . . . she came back home weighing six pounds less and singing, "My Canary Has Circles Under His Eyes."

F. B. Stirling left on his vacation, traveling in the general direction of Baton Rouge. Rumor has it that he changed his course and journeyed to New Orleans and gave the night clubs a big play.

J. L. Triche spent a quiet vacation at home . . . resting.

Hill Bonin and family visited in Lafayette on their vacation.

Shelton Sibley spent his vacation in Lake Charles.

Pat Barras spent a pleasant vacation in Galveston and New Orleans.

Ed Farlow went to New Mexico for something . . . what?? We all know.

L. L. Daigle and family visited various points of interest in and around Lake Charles.

Burgess Sisters Guests of Galveston Women's Committee

Eula Mae Burgess, of the Purchasing Department, and Lucille Burgess, of the Electric Transmission and Distribution Department, enjoyed a most delightful vacation in Galveston and Houston.

They were guests of "Live Wire Club" and Women's Committee of Galveston Electric Company.



Accounting Department Accounts

"Whatta Man" Austin and "Humps" Hansen spent a week in Mexico during the first part of this month. It has been rumored that when this pair reached Houston "Whatta Man" impersonated George Freeman at several well known places and the result was that "Humps" and "Whatta Man" left Houston at 2 A.M. with Austin driving his Plymouth at the rate of 63 m.p.h. On top of that it has been reported by Mexican authorities that "Whatta Man" started another revolution down there and left town on a freight train.

Hard Cooked Eddie Bradley the Big Butter and Egg Man of this office spent one week playing in the sand at Galveston, but news of his presence there spread like wildfire and in no time the girls were flocking around him like bees around honey, causing Eddie to leave there at midnight and head for New Orleans. Arriving there he found out that the name Eddie Bradley may not be known from coast to coast but it is surely known on the Gulf Coast. Eddie is now back at work looking very harassed and bleary eyed.

Brown to St. Louis

Howard "Squirrel" Brown left Saturday for St. Louis and other parts of Missouri. While in St. Louis he was the guest of Preacher Hebert. Preacher, by the way, will have to undergo an operation to remove a muscle in his shoulder.

"Sliver" Stenius spent most of her vacation with soldiers, now don't get excited. We were speaking of the Confederate Soldiers reunion in Birmingham.

Sam Serio left Saturday for parts

unknown, however, we have reason to believe he will not stray far.

Stelly Bullock, who spent several days in Houston, is having a hard time getting back in the harness. We wonder what these Texas men have.

Clements, our erstwhile Construction Accountant, and his spouse packed the canary birds, got out their Chevy and headed for Florida. After arriving there Clements, it has been reported, locked himself in his room and drank orange juice for five days and nights, never ceasing long enough to eat, sleep, or even bathe. However, Florida orange juice must be pretty good, as Clem showed no ill effects from his spree.

Johnnie Boy Chatelain and Honest Tom Comerford, spent heir vacation honeymooning in Texas but not with each other. Both of them can be found at their respective homes working the flower garden anytime after five o'clock.

Louis "Dutch" Haxthausen gathered a few couples and spent a pleasant week at Prien Lake. We have been told that he gave cooking lessons to a certain blonde while there. It won't be long now.

Shoot a Nickel Sockrider is spending his vacation in Lake Arthur and Jennings.

Raymond "Pal" Wright leaves Saturday for an extended visit to points both East and West. Will he be missed -and how.

Glenn "Webfoot" Richard has just returned from a two weeks' trip around the Teche country.

Yacobus Haxthausen, our rosy cheeked office boy, has never been the same since he spent his vacation in Vinton, and he has never been back since.

Mae Thomson left Saturday for New Orleans, Houston and Galveston. We doubt seriously if Mae returns.

Bessie left this week with her better half for parts unknown, however, we have been informed that her better half is making her attend a cooking school.

Roy Deaton spent most of his time playing golf and courting. We don't know which he did the most of.

Vera Griffin, our corn fed steno from the hills of Nebraska, left today to visit her old corn husking friends. Vera is another one about whom we have our doubts about returning.

Skipper Welsh, of the good Yatch, Baby Whistle, has hired a couple of deck hands preparatory to taking a long cruise. We believe that the cruise will end at the 12 mile limit.

plain talks

The Summer Issue

After four months on the side track, Plain Talks pulls out on the main line for a brief run.

Needless to say it was a bit of a job to dust off the cobwebs, oil up its innards and get it going again. And with steam up, there was still the problem of the cargo to carry. For four months news had been piling up and it was a hopeless job trying to get it all aboard. With your cooperation we did the best we could.

We have with us this month for the first time—the Louisiana Division. Three rousing cheers! Welcome, and may you find Plain Talks to your liking!

Just when there'll be another Plain Talks, when we will get back on a regular schedule, we do not promise. Soon, we hope.

And when we do, and send out a call for news and pictures, we hope you'll have some of the latter. We hunted high, we hunted low for snapshots for this issue. They were about as scarce as petticoats in a Follies chorus. And that isn't treating Plain Talks (or Mr. Eastman) right!



Virginia Wins Coffin Award

Since Plain Talks was last published, it has been announced that the Virginia Electric Company, of which our old friend and leader, J. G. Holtzclaw is president, won the Coffin Award for 1930. Our congratulations are a little belated but nevertheless sincere.

PLAIN TALKS

Vol. X

No. 5

P. E. McChesney
Advisor

K. E. Sutton
Editor

Frank Dyke, Associate Editor

Jack Gammage, Art Editor

Published monthly by and for employees of Eastern Texas Electric Company and Gulf States Utilities Company as a medium for a better appreciation of our responsibilities to each other and the public.

A Pat on the Back for Adams

We think somebody should give a prize of some kind to E. C. Adams, Company Engineer. Sometime ago Mr. Adams underwent an operation. But to date he has not been heard to tell about the event. Surely this is a record deserving of recognition. Seriously though, we are glad to see him back on the job in better health than ever.



Where Do We Go From Here

(Continued from page 5)

"We are confident that with the ability, desire to co-operate and loyalty of our operating force in the field and with the assistance the central organization will render our operating companies will earn for themselves an enviable reputation for being leaders in the public utility field by giving, through happy, intelligent and enthusiastic employees, the fullest advantages and comforts of an efficient service at the lowest possible cost consistent with fair treatment to the investor."

News from Jennings and the Far East

Miss Mabel Greidenwise, who was Jennings's stenographer, has resigned and accepted a position with the United Gas Company. The G. S. U. bunch certainly miss Mabel and wish her worlds of success in her new position.

Don Montagne and wife spent their vacation in Galveston, Texas. Don certainly did come back with that SUN TAN complexion.

Raymon Bruce just returned from camp Fort Oglethorp, Ga. This is Raymon's first year in the army and he looks it. He has lost that school girl complexion, but don't worry Raymond it's so becoming.

Mr. Franklin spent most of his vacation in Lake Charles and visiting the Jennings office . . . Say Ben can't you even keep away from this office? Spect you got kinda lonesome not hearing Don and Lou having their usual fight.

Lou Mouton spent most of her vacation in New Orleans and Houston. Lou won't tell us all the interesting things she saw and did, but we bet it was plenty.

Lawrence certainly seems lonesome these days . . . we wonder why.

Mr. Ambrose and Mr. Fontana were in the Jennings Office the early part of July 1931 to install a new method of accounting for our merchandise stock. Under the new system the accounts will be kept in the Beaumont office.

New Forms

On August 1st the Jennings Division began using the new forms covering the operations of the Ice Department. This system was recently installed by Mr. Ambrose in order to effect a uniform system of ice accounting in the entire Louisiana Division.

Good Irrigation Season

It is reported from the Jennings office that we are completing a very good rice irrigation season. The pumping season this year was quite a bit harder than last year due to the small amount of

(Continued on page 17)



The Wild Waves say "Hello" to Marie Cato, who left the Beaumont P B X board to divide a pleasant two weeks between San Antonio and Galveston.



"Did you hear about the India rubber man who was arrested yesterday?"

"No, what about him?"

"The judge sent him up for quite a stretch."



The last time we printed a picture of our popular auditor he was astride a Colorado burro. He picked on an honest-to-goodness horse this summer while at Kerrville. The doctor says the horse will recover.



Good Irrigation Season

(Continued from page 16)

rainfall, and high per cent of evaporation. The canal plants served by the company had a steady pumping season; however, one of them was shut down for a short period due to the high salt content in the bayou. Nevertheless, all the crops under these plants are in very good condition. There were several deep wells operated this season in connection with the bayou plants, mixing the fresh water with the salty bayou water to cut down the salt contents so as to save the crop.

Several lines were built during the irrigation season to save crops where crude oil engines had broken down.

The load at this time is dropping because of rain and units being cut off upon completion of the pumping season. The customers at this time are cutting the early rice and quite a number have started threshing.

As the irrigation load is dropping off the cotton gins are cutting on. At this time approximately ten have started ginning. The cotton ginning customers advise that they anticipate an average ginning season although there has been a general let up in ginning due to local showers.

Mike Overhauled

Due to the general overhauling of Mike Meisner at the hands of Dr. Caffey, we have a new superintendent in Jennings. We don't know exactly what took place in Fort Worth, but the doctor must have done a very fine piece of work, because now R. E. thinks his game is off a little when he fails to par the Jennings Golf Course.

D. R. System Installed

The District Representative system was installed in the Jennings territory of the Louisiana Division recently. The personnel remained the same with but one exception, J. C. Plauche was sent to Lafayette from the Ice department in Lake Charles.

Town of Lawtell Electrified

The town of Lawtell was recently furnished with the conveniences of electricity from our lines. There are but twelve domestic customers in this town, but D. R. Dugas has already connected five major appliances.

Due to serious dryness there has been no fishing this season around Elton where Jim Stokes reigns supreme. But speaking of rains, which just lately set in, his countenance has brightened up with expectancy which of course makes us all feel good too, and we are eagerly waiting for him to say, "Come on up, let's go fishing."

Now that the ice season is nearing an end and the vacation periods are coming the plant crew is all in smiles.

They are all planning long trips for their vacations, such as Paris, London, Rome, Moscow, etc.

When asked how they will take such long trips in two weeks their answers are A LA LINDBERGH.

Chas. Carlisle spent a few days on the sick list on account of "Ptomaine Poison"? Just what was the trouble anyway?

"Tall Boy" Reddell says that when a man needs a rag to wipe a transformer bushing he needs it quick and if Lloyd's shirt was the handiest thing, well, it was just too bad for Lloyd's shirt.

L. J. Koch of Stone & Webster Eng. Corp. is doing some construction in the Jennings substation in connection with the installation of new equipment which will make the Jennings substation full automatic in operation.

Jack Killough enjoyed a visit from his mother and sister during August.

C. Dobbertine has been enjoying some deep water fishing down near Cameron, but not much in the way of catches has been reported.



Ralph: "Porter, how much to carry baggage?"

Porter: "Ten cents the first parcel, then five cents each additional parcel."

Ralph: "I will carry the first one and you take the other."

Orange News

Liz Dees went to Houma, Louisiana for her two weeks off.

Belle Carter left August 1st for two weeks vacation in Kansas City.

Navasota Gossip

Julia Peterson studied swimming, so we understand, while on her vacation.

Billie Edwards spent hers in San Marcos and Austin.

Hull Personals

Quite a few baseball fans from Hull-Daisetta attended the Sunday play-off game in Beaumont. Rhea Hudnall sat through the 15 innings and was still going strong for Beaumont!

E. E. Radley spent Saturday night on the banks of the Trinity River fishing but is rather vague as to the "big catch."

There was an unusual amount of excitement in the Hull Office on August 1, when Mamie Hull and E. E. Radley tossed a coin to see who would be Boss during the absence of Rhea Hudnall whose vacation begins at that time.

Caldwell Copy

J. H. Smith and A. E. Read of the Meter Department were here for a time making a routine test of all electric meters in Caldwell. Mrs. Smith accompanied her husband on the trip and we enjoyed their stay.

On May 16th, Earl Coleman, plant operator, was married to Miss Melida Kuban and following the ceremony he and his wife spent a brief honeymoon visiting in Brownwood, Lampasas and vicinity. Earl is the tallest member of the organization here, being some six feet four inches, and has been dubbed "Tuffy" by his friends. We just wonder now if he will not soon lose claim to this title, however, we do wish he and his wife a long and happy married life.

I. C. Moore, cashier and his wife planned an extensive tour of West Texas and parts of Colorado. He is being relieved by J. R. Peckham of the Beaumont office who has been with us several times on different occasions.

Victor Gayle was transferred to this district as D. R. in May, relieving Pat Murphey.

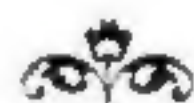
While our sales in Caldwell have not been up to expectations, we are still holding our own in terms of KWH increase per home customer. For the period ending June 30th we show an increase of 212 KWH per home customer over last year, giving us second place. Our record is now 500 KWH per home customer.

Millie Matcek, cashier of the Somerville office has returned from a two weeks vacation, having made an automobile trip with friends to Carlsbad Caverns in New Mexico.

Sydney Davis, plant operator in Somerville, leaves August 1st for a two weeks training with the Texas National Guard at Palacios, Texas.

Mr. Clarke and Mr. Wilson have been bitten by the "Golf bug" and are planning to exercise their talents on the newly organized Somerville-Lyons course near Lyons—which course has been named the "Shady Oaks."

Somerville shows a substantial increase in KWH per home customer, the figure for the period ending June 30th being 132.



Congratulations Halley

Father's Day may have been merely "Father's Day" to most of us but it was a red letter day for Halley Earthman, Superintendent at Bryan. On that day—June 21—Halley became the proud father of a big baby boy. They've named him H. B., Jr. Congratulations Halley, and please send us a picture of the little gentleman.

J. H. Watkins, formerly Assistant Supt. of Ice Sales, Port Arthur, was transferred to Bryan June 1, as Cashier.

H. B. Earthman formerly of Port Arthur transferred to Bryan May 1, 1931.

An increase of 8.3% was made in Ice Sales during month of June 1931 over month of June 1930.

Engines and floor of the Bryan Plant have been completely repaired.

News from Liberty

H. T. Schroeder, of the Dayton plant, has completed a complete electrically equipped home.

V. L. Beagle, formerly of the Beaumont accounting department cashiered in Dayton during the absence of that popular horseman, Bradley McMaster. Ask Mac about his horse and he will buy the drinks.

Mrs. G. O. DeVore, Liberty Cashier, purchased a pair of purple riding breeches. Wait 'till the horse sees them. She will at least have a "bright" vacation.

Miss Katie Lou Cocke, Liberty office, was married to Mr. Lowell Townsend, Liberty, May 24th.

Personal nomination for the best golfer in this division—Mr. Brady. (No one else plays).

George Adams, lineman, is the proud father of a nine pound boy.

Bradley McMaster will be relief cashier in Liberty during the first part of August.

The unpaved gap in the highway between Liberty and Dayton has been paved. It was the last unpaved link in the highway from Beaumont to Houston.

The Humble Company plans to drill a well at Moss Bluff with an electric rig. Believe it or not!

We've heard of lots of things but never before has a horse been paid for an electric bill. Our Mr. Taylor has a new horse and we are just wondering if someone wouldn't like to donate a saddle.

Conroe Chatter

Mr. and Mrs. H. Kuykendall are the proud parents of a 12 pound boy, born July 19th. He is red headed and Kirk is going to make an ice man out of him.

Mrs. S. R. Hereford and children, Bill and Bane are spending a few days with relatives at Bertram, Texas.

Miss Selma Schow, representative for Westinghouse Company is making service calls on electric range users this week.

"Ask J. R. Peckham about the piney woods in Conroe."

W. C. Sadler, Cashier returned to work July 15, after spending an enjoyable vacation in Huntsville, Bedias, and Midway, Texas.

Mrs. C. M. Fleming and children, Joyce and Gladys Mae are visiting relatives in Baton Rouge, La. The Frenchman is hard to keep up with at nights now.

On June 22, Miss Ruth Hailey, Assistant Cashier returned to work after an enjoyable vacation in San Antonio, Kerrville, and Corpus Christi, Texas.

Nederland--Port Neches News

The wedding of Miss Doornbos and Herbert Youman, which occurred in Lake Charles, La. during the early part of June, was of much interest to the many friends of the young couple.

Mrs. Youman is a member of one of the old pioneer families of Nederland. She has lived her entire life in Nederland, having graduated from the local high school with the class of 1931.

Mr. Youman is an employee in the ice department of the Gulf States Utilities Co. at Nederland. Herbert's co-workers extend to him and to his bride their sincere wishes for a long and happy life together.

A. C. Handley, 3rd, is spending the summer with his grandparents in Ponchatoula, La. His parents, Mr. and Mrs. A. C. Handley, Jr., and little brother, Phillip Whitley, will join him the early part of August for a two weeks visit.

Miss Theresa Kaper returned the first of July from a two weeks vacation spent in Atlanta and Savannah, Ga.

Mr. and Mrs. Geo. H. Johnson spent the week-end of July 4th in Baton Rouge, Louisiana with Mrs. Johnson's parents, Mr. and Mrs. Lindsey. Mr. Lindsey has been seriously ill for a number of months, but is now much improved. Earl Lindsey, Myrtle's brother, made the return trip with them and will spend the remainder of the summer in Nederland.

Notice to all gentlemen from the Beaumont office having left hats at the Nederland office: Please call for your "Katies". Our hat rack is overflowing.



Busting bogies would be a simple matter if catching kilowatts was as easy as Mr. McChesney found catching trout while at Kerrville on vacation with Mrs. McChesney, Betty Jean and Mrs. McChesney's mother, and Julius and Mrs. DeBouy. All you had to do was step out on the back steps, make a couple of casts and you had fish for the crowd, according to reports. Here are a few of the many snaps they took on the trip.

Groveton Gab

Groveton joins the host of G. S. U. towns in welcoming another issue of Plain Talks.

Many things of importance have taken place since the last issue. Probably the most important is an assistant electrician who joined our organization May 24th. Charlie Fred is little but loud, say his parents Mr. and Mrs. Charlie Waller. Even though the youngster weighs only ten pounds, he will be a great help to his daddy in taking care of daily duties.

The evening of June 1st saw a group of Gulf States employees from Groveton and Corrigan together with Chas. W. (Hit and Run) Shirgley driven from the Willard Farm Community hall to give way to a church service. Supt. Thagard forgot to make reservation for a picnic at that place. The picnic was

given in honor of Mary Magee, Groveton's favorite Cashier, leaving for a vacation in Houston. J. R. Peckham, Beaumont relief Cashier, counted money and wrote up sales in the absence of little Mary.

Groveton completed its world series refrigerator bogie on May 22nd. This we contribute to the whole hearted cooperation of the entire group of Groveton and Corrigan employees.

J. C. Long and Cleo Smith give that "Dependable Public Service" at Corrigan and deserve a great deal of credit in the accomplishments of the territory this year.

Calvert News

Cleo Terry of our line department received \$500 as his share of the money paid for the capture of the bank bandits caught after looting the Citizens State Bank here.

THE real "Champions of the people"
are those who serve the public best.

Thus so long as we continue to put
our best into service for this commu-
nity we can rely upon public apprecia-
tion, confidence and support.
